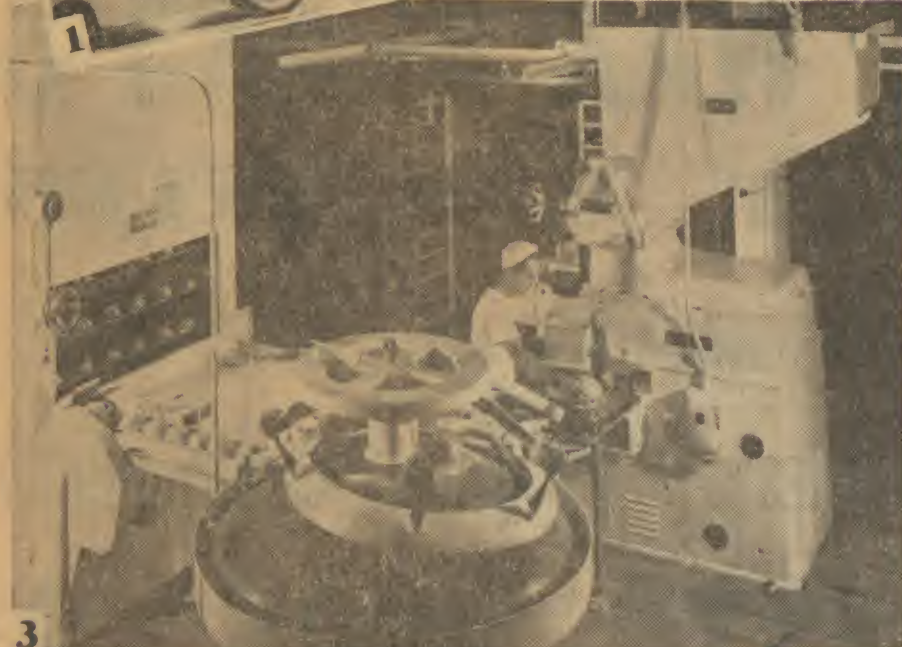
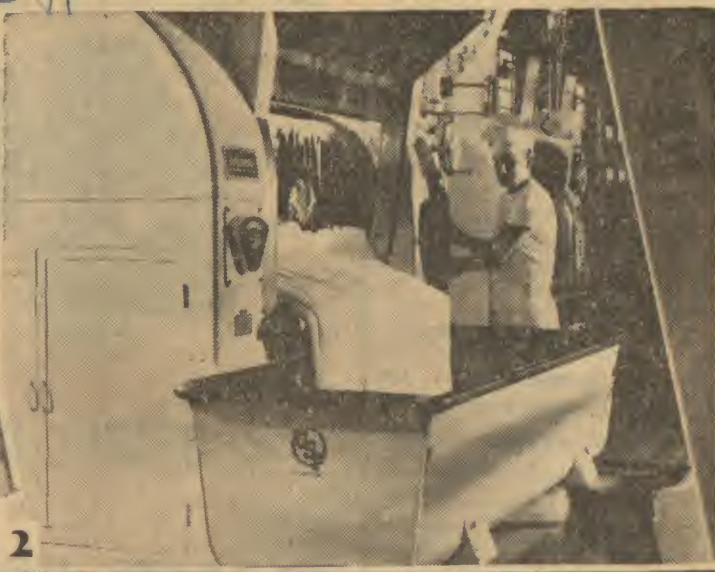


NOV 3 - 1950

Food Editor Visits New Bread Bakery

MAIN DEALER

Clear Industries - 71



1—Mountains of flour, all carefully selected and tested, ready to go into millions of loaves of bread. The flour is lifted by electric "Skylifts." These scenes are taken in the new National Biscuit Company Bakeries.

2—A giant mixer which operates by push button. Edward Spisak, dough mixer, watched until trough is filled. It is then ready for the fermentation room.

3—John Kucinski, dividerman, stands between divider and round-

er. The dough comes down into the divider, right background, where the large batches are divided into small pieces of dough. It travels to the "rounder" (immediate foreground), which shapes the dough into loaves.

4—The bread has now traveled through long ovens, where it has baked at carefully regulated temperatures. Harry N. Wilson, oven dumper dumps the bread from its pans, to the belt which conveys it to the wrapping machine.

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National Biscuit Co.

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Fresh Bread and Rolls Add Nutritive Value to Meals

NOV 3 - 1935

MAIN DEALER

By Helen Robertson

TO MAKE the best bread possible under the most sanitary of conditions, and to get it fresh to the consumer, was the goal and the thinking that went into the building of the new National Biscuit Co. bakery, at 2250 W. 117th Street. It is the largest bread bakery in the company, according to R. E. Adams, manager.

Newspaper and radio folk were taken on a tour of the bakery yesterday. It is a block and a half long, light, airy and shining clean. The floors seem to reflect the outside sunshine. They are of hard maple, treated with a lasting plasticote which gives them a soft sheen and makes them easy to clean.

In the Back Door

Flour for the bakery comes in on their own railroad siding into a covered shed. There is space there for three freight cars. Generally, according to Mr. Adams, the flour is blended in the Toledo mills, which are the largest in the world. When they cannot supply the Cleveland Bakery there, the flours are blended here. The flours are carefully tested and are blended with scientific precision to give the characteristics desired.

The storage room for the flour is large and airy. The bags are piled mountain high, as shown in the accompanying photograph. Interspersed through them are wooden platforms, with ventilation space. The flour is moved into the blenders and sifters by means of electrically operated trucks (shown in the same photograph). The number of man hours saved by the truck would be easy to estimate, but not the number of back-aching hours of lifting the heavy bags by hand onto trucks and transporting them to the blenders.

Blenders Newest of the New

The blenders, through which the flour passes, and the sifters are of the newest design. They not only handle the flour with dispatch, but after using, brushes can be inserted for giving them a thorough cleaning.

There are two mixers which will handle 1,600 pounds of dough each. There is a smaller one that handles only 800 pounds. They are equipped with clean-out valves so that thorough cleaning can be and is done.

From mixers, the dough goes into great bins, which are wheeled into fermentation rooms. Here temperature and humidity are carefully controlled. On entering the room one notices particularly the humidity. That, according to our informant, is to prevent a crust from forming on the dough. Dough remains in this room for about five hours. After which it is ready for the divider and shaping machines.

Dividing and Shaping

The divider (also shown in the accompanying photograph) will divide 1,600 pounds of dough into loaf-size pieces in 20 minutes. From the divider it goes into the rounder, a rosette-shaped machine, which, with the greatest of ease, seems to whirl the dough into smooth, round balls, from whence it is dropped onto a conveyor equipped with round containers. It then travels over a belt, rising again. It is then shaped and made ready for the pan.

The roll shaper works faster than the eye can watch, shapes the dough into small balls, into long rolls, and whatever is required of the roll that is being made at the moment.

Pans for the bread and the rolls are no longer brushed with fat. The fat is sprayed on, particularly on the sides. As the pans emerge from the coating machine, the rolls of dough drop into them.

Ovens 900 Feet Long

The oven for baking the bread is 900 feet long. In the olden days, ovens were large and generally round. The bread was put in and removed by means of long handled paddles. Not so in the modern oven. The bread is placed on a slowly moving iron belt. It travels through the oven, at a carefully regulated speed and emerges at the far end perfectly baked and browned.

Breads are baked more quickly and at a higher temperature than used at home. In this new traveling oven, the bread bakes at around 500 degrees and for approximately 28 minutes. Steam is applied at the first of the baking, to crisp the crust.

After baking, the bread is carried on rollers over a conveying system that cools it and makes it ready for slicing and wrapping. Slicing and wrapping are done entirely by machine.

CLEVELAND PRESS

The delicious smell of freshly baked bread floats through the air for half a block around the National Biscuit Co.'s new bakery at 2250 W. 117th St.

But that's not surprising because bakers there can turn out 3300 loaves of bread every hour, and now week NBC is having open-house to show the public how it's done. You can visit the place any evening, Monday through Thursday, between 6:30 p. m. and 9:30 p. m.

The bakery, which has all the most up-to-date equipment, was built and equipped at a cost estimated at \$1,500,000. It's a one-story structure with gleaming cream tile walls, and floors of sealed burnished maple to make it easy to keep clean. Even the flour mixing machines are designed so that they can be opened completely for vacuum cleaning.

NBC has air-conditioned dough rooms, modern materials handling machinery and a "traveller oven" 90 feet long.

"It's because of such equipment that we can get bread to the housewife many hours earlier than ever before," said Robert E. Adams, bakery manager.

About 150 people work at the bakery which has lockers, showers, and smoking and dressing rooms for employees. The bakery has 72,000 square feet of floor space altogether, a railroad siding and a dock where 30 trucks can be loaded at a time. George A. Rutherford Co. built the bakery.

National Biscuit Co., which has plants in many cities including a big flour mill in Toledo, employs about 30,000 people. The company uses in a single year 5,000,000 pounds of eggs, 17,500,000 bushels of wheat and 110,000,000 pounds of shortening.

Over 7,000,000 bushels of the wheat NBC uses is grown in Ohio. Cleveland employees annually get wages of more than \$600,000.

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NATIONAL BISCUIT SEEKS PLAY SITE

FEB 10 1948

Council Delays Action on
Acquiring W. 61st Land

PLAIN DEALER

BY RAY DORSEY

The National Biscuit Co. was disclosed as the would-be purchaser of the much disputed W. 61 Street-Hermann Avenue play site as the City Council last night agreed to delay action two weeks on an ordinance to appropriate the land for permanent playground use.

National Biscuit, the city was informed, wishes to construct a \$500,000 building on the site. The building would be National Biscuit's main plant for this metropolitan area, would employ 150 persons and would yield annual tax revenue of \$9,000 to the city, Acting Mayor Lee C. Howley was told.

Representatives of the New York Central Railroad, which has a siding at the site, the Cleveland Chamber of Commerce, the National Biscuit Co. and the Perkins estate—the last named being the present owner of the land—conferred with Howley to urge him against appropriation of the land for playground purposes.

\$122,000 Reported Offer

National Biscuit reportedly has offered the Perkins estate \$122,000 for the property. The city has appraised the land at \$60,000, but city officials privately concede that a court probably would award the owner the higher figure in the event of an appropriation.

On the suggestion of Howley, and with the consent of Councilman Thad Fusco, who introduced and has been pushing the ordinance, the whole problem was dumped back in the lap of John T. Howard, city planning director.

Howard was asked to reinvestigate the neighborhood to find whether there might be another site suitable for a playground so that the Hermann Avenue land would not have to be used.

When the project was before the Council finance committee last week Howley questioned the advisability of spending \$60,000 or \$122,000 for a playground.

The neighborhood has been putting up a vigorous fight to retain the land for playground purposes. The site has been leased to the city for such use at a nominal rate of \$1 a year for 13 years.

Holidays at City Hall

In other action the Council passed unanimously, though without the approval of the administration, legislation closing City Hall, except for employees who are on a 40-hour week and skeleton crews in all departments, on Lincoln's and Washington's birthdays.

Acting Mayor Howley opposed the measure, saying: "We do not think the hall should be closed except on New Year's Day, Decoration Day, the Fourth of July, Labor Day, Thanksgiving and Christmas."

Employees in the utilities department were excluded from the legislation because it was agreed that they would work all but the six holidays when they were put on a 40-hour week and given Saturdays off. Other City Hall employees work a 41-hour week, including a half day Saturday.

The actual effect of the legislation will be to give most of the hall's employees the day off, but keep the hall open for use of the general public.

Bond Bids Due Today

A special meeting of the Council will be held at 3 p. m. today to give what is expected to be routine acceptance to the rate of interest to be paid on the \$6,250,000 in bonds scheduled for sale tomorrow.

Bids on the bond issue are to be received by this noon. The issue, to finance the city's previously announced capital improvement program this year, will include funds for airport, hospital, sewer, street, lake front and other improvements.

One ordinance to enable the city to tear down a tree and another ordinance to enable the city to buy and plant \$50,000 worth of shade trees were approved by the Council.

The sole unwanted tree is on the Grace A. Olson land near Cleveland Airport. Aviation authorities say the 80-foot tree is too close to the glide path of the Instrument Landing System.

Budget Submitted

The mayor's annual budget estimate, including \$33,457,053 for general operating expenditures this year, was submitted to the Council, as was the annual appropriation ordinance.

Legislation was introduced to:

SET a 15-mile-an-hour speed limit for motor vehicles and streetcars passing to the left of safety zones on many designated streets.

PLACE before the electorate a charter amendment which would abolish the transit board and create a transit office in the mayor's cabinet.

REQUEST the properties director to report on the feasibility of acquiring League Park for a recreational and health center and estimate the cost of so acquiring and utilizing.

ASK the health commissioner to enforce the antisputting ordinance.

REQUEST the service director to repair "large holes in the pavement" of Bailey Avenue S. W. from W. 41st to W. 44th Street. Councilman Wilber C. Walker, who introduced this resolution, said the avenue was in "deplorable and unsafe condition."

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